

Schedule B: Expenditures

Sch-B

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|-----------------------------|--------------|---------------------------|----------------------|
| Danielson for Senate | | Status: Filed | |
| Committee Type: | State Senate | Statutory Due Date | 11/2/2012 |
| County: | Black Hawk | Adjusted Due Date | |
| District: | 30 | Filed Date | 11/2/2012 3:46:47 PM |
| Committee Code: | 1338 | Postmark Date | |
| Political Party: | Democratic | Amendment Date | 9/3/2015 9:21:45 AM |

| Expenditure Date | Expenditure Committee ID | Expenditure Name & Address | Purpose | Expenditure Amount |
|---|--------------------------|--|-------------------------|--------------------|
| 10/16/2012 | Check # 1664 | Northern Iowa Democrats 2115 Clay St Cedar Falls, IA 50613 | Advertising | \$500.00 |
| radio advertising | | | | |
| 10/20/2012 | Check # 1665 | Danielson, Jeff 3906 Monterey Dr. Waterloo, IA 50701-3527 | Other Expenditure | \$1,450.00 |
| reimbursement to candidate for newspaper advertisements | | | | |
| 10/20/2012 | Check # 1665 | Danielson, Jeff 3906 Monterey Dr. Waterloo, IA 50701-3527 | Other Expenditure | \$316.18 |
| reimbursement to candidate for advertising charges. | | | | |
| 10/20/2012 | Check # 1665 | Danielson, Jeff 3906 Monterey Dr. Waterloo, IA 50701-3527 | Advertising | \$706.20 |
| reimbursement to candidate for t-shirts | | | | |
| 10/20/2012 | Check # N/A | ActBlue ActBlue Technical Services P.O. Box 382110 Cambridge, MA 02238-2110 | Web Fees | \$15.81 |
| 10/22/2012 | Check # N/A | ActBlue ActBlue Technical Services P.O. Box 382110 Cambridge, MA 02238-2110 | Web Fees | \$10.88 |
| web fees | | | | |
| 10/22/2012 | Check # 1666 | KCVM-KCNZ 721 Shirley St Cedar Falls, IA 50613 | Advertising | \$4,112.10 |
| radio advertising | | | | |
| 10/23/2012 | Check # 1667 | Strategic Media P.O. Box 2817 Waterloo, IA 50704 | Advertising | \$12,947.32 |
| radio advertising, printing and mailing. | | | | |
| 10/23/2012 | Check # 1667 | Strategic Media P.O. Box 2817 Waterloo, IA 50704 | Printing & Reproduction | \$4,026.92 |
| printing, mailing and postage. | | | | |

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| 10/23/2012 | Check # 1667 | Strategic Media P.O. Box 2817 Waterloo, IA 50704 | Advertising | \$37,625.22 |
| Printing, mailing, postage, television and newspaper advertising. | | | | |
| 10/23/2012 | Check # 1667 | Strategic Media P.O. Box 2817 Waterloo, IA 50704 | Advertising | \$66,093.14 |
| television advertising, printing and postage. | | | | |
| 10/25/2012 | Check # N/A | ActBlue ActBlue Technical Services P.O. Box 382110 Cambridge, MA 02238-2110 | Web Fees | \$4.95 |
| web fees | | | | |
| 10/25/2012 | Check # 1668 | Around the Corner Productions 418 W 13th St Cedar Falls, IA 50613 | Advertising | \$50.00 |
| radio advertising | | | | |
| 10/30/2012 | Check # N/A | Adelstein Liston 222 W Ontario St Suite 600 Chicago, IL 60654 | Advertising | \$520.00 |
| television advertising | | | | |
| 10/30/2012 | Check # N/A | CapAd Communications 5620 James Gunnell Lane Alexandria, VA 22310 | Other Expenditure | \$2,765.00 |
| telephone town hall meeting | | | | |
| 10/30/2012 | Check # 1669 | NAACP P O Box 304 Waterloo, IA 50704 | Advertising | \$100.00 |
| Full page ad | | | | |
| 10/30/2012 | Check # 1670 | Strategic Media P.O. Box 2817 Waterloo, IA 50704 | Advertising | \$6,412.46 |
| advertising, radio, print, direct mail and tv production. | | | | |
| 10/30/2012 | Check # 1671 | Strategic Media P.O. Box 2817 Waterloo, IA 50704 | Printing & Reproduction | \$22,316.42 |
| postcard printing, design and mailing. | | | | |

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| 10/30/2012 | Check # 1672 | Strategic Media P.O. Box 2817 Waterloo, IA 50704 | Advertising | \$29,158.00 |
| television and radio advertising | | | | |

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| Total Amount | \$189,130.60 |
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